

Montana WIC

Nutrition Program for Women, Infants and Children

Nutrition Education Plan SAMPLE

Fiscal Year: 2013-2014

Local Agency: State of Montana

WIC Director: Kate Girard, RD, CLC

Describe needs of local clinic, participant population and/or staff:

Our clinic is in need of updated education materials and visual effects. We have not had time to update materials since our last intern left a year ago. With a new intern starting, we plan to challenge her with projects to improve our education materials!

Choose at least one area of focus for Nutrition Education in your local agency:

- ☒ Clinic environment: Promote nutrition and physical activity through visual aids such as bulletin boards, posters & handouts
- ☐ Staff competency: Provide staff with training to increase effectiveness of counseling
- ☐ Community: Collaborate with local health care providers, social service agencies and/or community groups to better serve participants through referrals and outreach

Describe activities associated with focus area:

Incoming intern will put up new bulletin board with information for national nutrition month in March. This material will reflect MyPlate principles and especially promote increasing fruits and vegetables! Staff will also use the MyPlate materials posted on the state website in clinic to explain a balanced, healthy diet to our participants.

Briefly explain prior year activities including any successes or challenges:

Last year we focused on improving counseling skills of staff by having a local social worker come and do in-service training on Motivational Interviewing. This has greatly improved communication between staff and participants!